

IN THE CLAIMS

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Please **AMEND THE CLAIMS** as follows:

1.-19. (cancelled)

20. (currently amended) A media distribution system, comprising:

- [[A)] a media file database configured to store media files, wherein one or more of the media files have been compressed prior to storage in the media file database;
- [[B)] a computing device configured to receive user requests for delivery of at least one of the one or more of the media files stored in the media file database, the computing device further configured to:
 - identify average network throughput between computing device and the requesting users; and
 - route the user requests for delivery of the requested at least one of the one or more media files to a distribution server capable of servicing the user requests based upon at least the average network throughput; and
- [[C)] a distribution server coupled to the media file database, the distribution server configured to simultaneously deliver a single copy of the requested at least one of the one or more of the media files identified in the routed user requests to the requesting users in less-than-real-time, wherein the distribution server automatically adjusts delivery of the requested at least one of the one or more media files to the requesting users based on current average network throughput between the distribution server and the requesting users.

21. (currently amended) The system of claim 20, wherein at least one of the one or more of the media files is divided into a plurality of frames, at least one of the plurality of frames including a header.

22. (currently amended) The system of claim 21, wherein one or more of the media files have ~~[[also]]~~ been encrypted prior to storage in the media file database.
23. (currently amended) The system of claim 22, wherein at least one of the plurality of frames includes ~~[[a]]~~ an encryption frame key in the header.
24. (previously presented) The system of claim 20, wherein one or more of the media files includes a digital watermark identifying a source of the one or more media files.
25. (previously presented) The system of claim 20, wherein one or more of the media files includes a digital watermark identifying ownership of the one or more media files.
26. (currently amended) The system of claim 20, wherein the computing device is further configured to identify a transmission protocol for delivery of the requested ~~at least one of the~~ one or more media files to the requesting users.
27. (currently amended) The system of claim 26, wherein the computing device is further configured to route the user requests for delivery of the requested ~~at least one of the~~ one or more media files to a distribution server capable of servicing the user requests further based upon at least the identified transmission protocol.
28. (currently amended) The system of claim 27, wherein the identified transmission protocol includes a multicast transmission protocol and the distribution server simultaneously delivers the ~~at least one of the~~ one or more media files via a multicast transmission to the requesting users.

29. (currently amended) The system of claim 28, wherein the distribution server is further configured to repeat the transmission of the ~~at least one of the~~ one or more media files via the multicast transmission to the requesting users until each of the requesting users has received the entirety of the ~~at least one of the~~ one or more media files.
30. (previously presented) The system of claim 20, further comprising an advertisement database configured to store advertisement media files.
31. (currently amended) The system of claim 30, wherein an advertisement media file from the advertisement database is concatenated to the ~~at least one of the~~ one or more media files based on at least an association parameter.
32. (currently amended) The system of claim 20, further comprising a financial transaction server configured to process a payment for delivery of the ~~at least one of the~~ one or more media files requested by a user.
33. (new) The system of claim 20, further comprising a second distribution server coupled to a second media file database, the second media file database configured to store media files, wherein one or more of the media files have been compressed prior to storage in the second media file database.
34. (new) The system of claim 33, wherein the computing device is further configured to determine if the distribution server is no longer able to simultaneously deliver the requested one or more of the media files identified in the routed user requests to the requesting users in less-than-real-time after commencing delivery of the requested one or more media files.

35. (new) The system of claim 34, wherein the computing device is further configured to re-route responsibility for the continued delivery of the requested one or more media files to the second distribution server.

36. (new) The system of claim 33, wherein the computing device is further configured to determine if the distribution server is no longer able to optimally and simultaneously deliver the requested one or more of the media files identified in the routed user requests to the requesting users after commencing delivery of the requested one or more media files.

37. (new) The system of claim 36, wherein the computing device is further configured to automatically and dynamically re-route responsibility for the continued delivery of the requested one or more media files between the first and second distribution server depending on at least the average network throughput.